



Risk Management 101

Protecting Your Flower Farm



Risk Management 101 – The Basics	November 11, 2020	11 am – 12:30pm EST
Safety & Compliance	November 18, 2020	11 am – 12:30pm EST
Insurance, Claims & Contracts	December 2, 2020	11 am – 12:30pm EST
Crisis Management	December 9, 2020	11 am – 12:30pm EST

Course Summary

Every business has risk. Flower farming is no exception. Managing that risk certainly does not fall under the “pretty” part of our operations but it is critical to the protection and success of our farms and the growth of our industry.

Our world today is full of risk...unanticipated global pandemic events, supply chain interruptions & collapse, wildfires, earthquakes, hurricanes...and so much more. We also live in the most litigious country in the world AND one of the most heavily regulated. And let's not forget that flower farming is tough grueling work with significant hazards! These are all things we don't talk much about in our flower farming worlds...but we should! It is only through understanding and managing our risk that we can have the quality of life we desire for our families and flower farming teams.

This four-part series is designed to break down key pieces of risk management and discuss what they mean to us as flower farmers. Our discussions will allow all of us to see that understanding and managing our risks isn't really such a scary thing. It just deserves a plan to weave it into our business models, so it naturally becomes a part of the flower farming work that we all love so much.

We will begin by talking about the basics of Risk Management. Why should it be incorporated into your flower farming business? What are the key philosophies? What are the fundamental techniques that work? This first course in the series sets the stage with the basics of risk management, allowing us to dive deeper in the following sessions.



Then we will progress to the more detailed courses with the most important piece first...the safety of you and your team. We will talk about strategies to identify the hazards on your farm and how to address them so that everyone goes home safely to their families every single day. We will discuss OSHA and DOT requirements and how they may also relate to your operation.

Next, we move into insurance and why it so important to consider the options available to your farming operation. We'll discuss that awful insurance terminology, so it becomes easy to understand. We will look at how to file claims to recoup losses and how to manage a claim if one is filed against you.

Last, we will wrap the series by delving into crisis planning and response. This 2020 COVID year, combined with the disastrous wildfires in the West, has taught us all that we need a plan. We will talk about the free tools and training available to all of us as well as the basics of formulating your farm's emergency planning and response.

By starting to recognize and manage the risks associated with your business, you start to build on the success you've already created. It our goal to get you started down that path with this risk management course series.



Risk
Management
101 –
The Basics

Course
Overview

- What on earth does risk management even mean?
- Why is it important to us as flower farmers?
- The four basic ways we manage risk and the basics of techniques that work
 - Avoidance
 - Prevention
 - Mitigation
 - Transfer



Safety & Compliance

Course Overview

- Why safety should come first...ALWAYS!
- OSHA standards and what they mean to your farm
- The importance of job hazard assessments
- Documenting safety processes – why it is so critical
- Taking the time to train & communicate about safety
- DOT requirements and what they mean to your farm



Understanding Insurance, Claims & Contracts

Course Overview

- Why do we need insurance for our farms?
- Types of insurance coverage applicable to flower farming
- Required & statutory insurance
- Farm business entity insurance vs. personal coverage
- Making sense of basic policy terms and exclusions
- Navigating insurance limits and deductible levels
- Filing and managing claims for loss events
- The importance of contracts and risk transfer



Crisis Management -
Emergency Planning &
Response

Course
Overview



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